GOVERNMENT OF INDIA
FOOD PROCESSING INDUSTRIES
LOK SABHA

UNSTARRED QUESTION NO:222
ANSWERED ON:21.07.2015
Marketing of Indian Food Brands
Jena Shri Rabindra Kumar

Will the Minister of FOOD PROCESSING INDUSTRIES be pleased to state:

(a) whether the Government has records of Indian food brands that produce processed ready-to-eat food and finding prime shelf space in retail chains abroad;

(b) if so, the details thereof;

(c) whether the Government is taking any special measures to promote such brands in the international market; and

(d) if so, the details thereof and if not, the reasons therefor?

Answer

THE MINISTER OF STATE FOR FOOD PROCESSING INDUSTRIES
(SADHVI NIRANJAN JYOTI)

(a) & (b): Information on Indian food brands that produce processed ready-to-eat food and finding prime shelf space in retail chains abroad is not maintained by the Ministry.

(c) & (d): Agricultural and Processed Food Products Exports Development Authority (APEDA) under the administrative control of the Department of Commerce is implementing various schemes to extend financial assistance to the eligible exporters registered with it to boost the overall agri products exports. APEDA has initiated following special measures to promote agri & processed food in the international markets:-

(i) APEDA has introduced financial assistance to exporters in XIIth Five year plan for their Brand promotion in overseas markets for those brands which are of Indian origin through advertisement in international print/ electronic media etc.

(ii) APEDA has also been providing financial assistance for undertaking activities like buyer-seller meet, product promotion, exchange of delegation and participation in international exhibitions/ fairs/ events etc.

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